

KEITH L. WARE PUBLIC AFFAIRS COMMUNICATIONS COMPETITION
INTERNAL INFORMATION OUTLINE

Name: U.S. Army Recruiting Battalion – Harrisburg Flickr Photo Gallery

Address: 54 M Ave., Suite 11, New Cumberland, Pa. 17070

FLICKR PAGE ADDRESS:

http://www.flickr.com/photos/harrisburg_army_recruiting_battalion/

BACKGROUND: The Harrisburg Recruiting Battalion initiated a photo gallery on Flickr social media Web-based site in August that is accessible to every battalion Soldier, Future Soldier, Department of Army Civilian and their family members, as well as to the public – media outlets, centers of influence (COI) and Very Important Persons (VIPs) at work or home. Flickr is a renowned online photo and video management and sharing application. It organizes and manages photos for customer-friendly usage and archival purposes. Included on the battalion's Flickr site are complete captions and titles for every photo. The battalion's photo gallery allows the public 24/7 access to its photo archive.

LOCAL RECRUITING OPERATIONS STRATEGY:

By: Christine June, A&PA specialist, U.S. Army Recruiting Battalion-Harrisburg

Currently, the battalion's photo gallery has about 1,597 photos organized into more than 64 sets and four collection, and two videos, with close to 3,000 views. Themes range from the Media Roundtable held in September to the battalion's Annual Training Conference held in December.

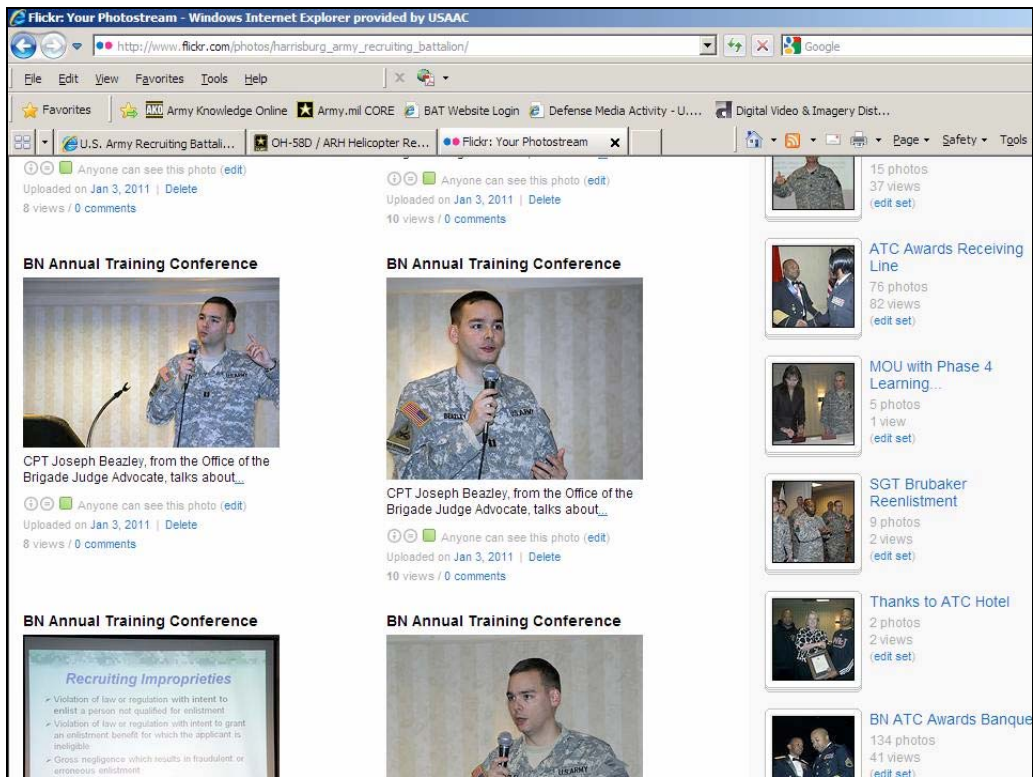
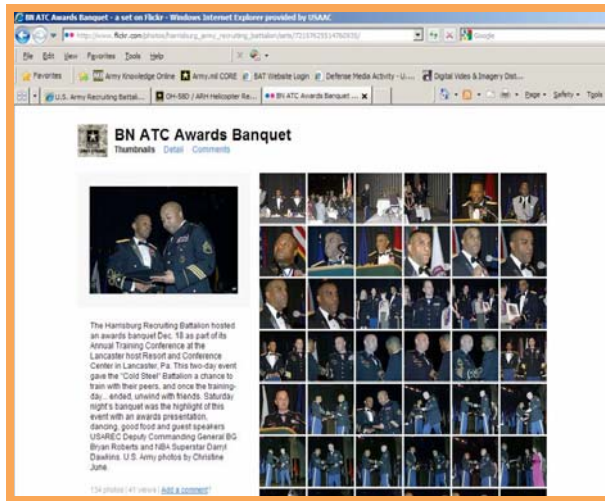
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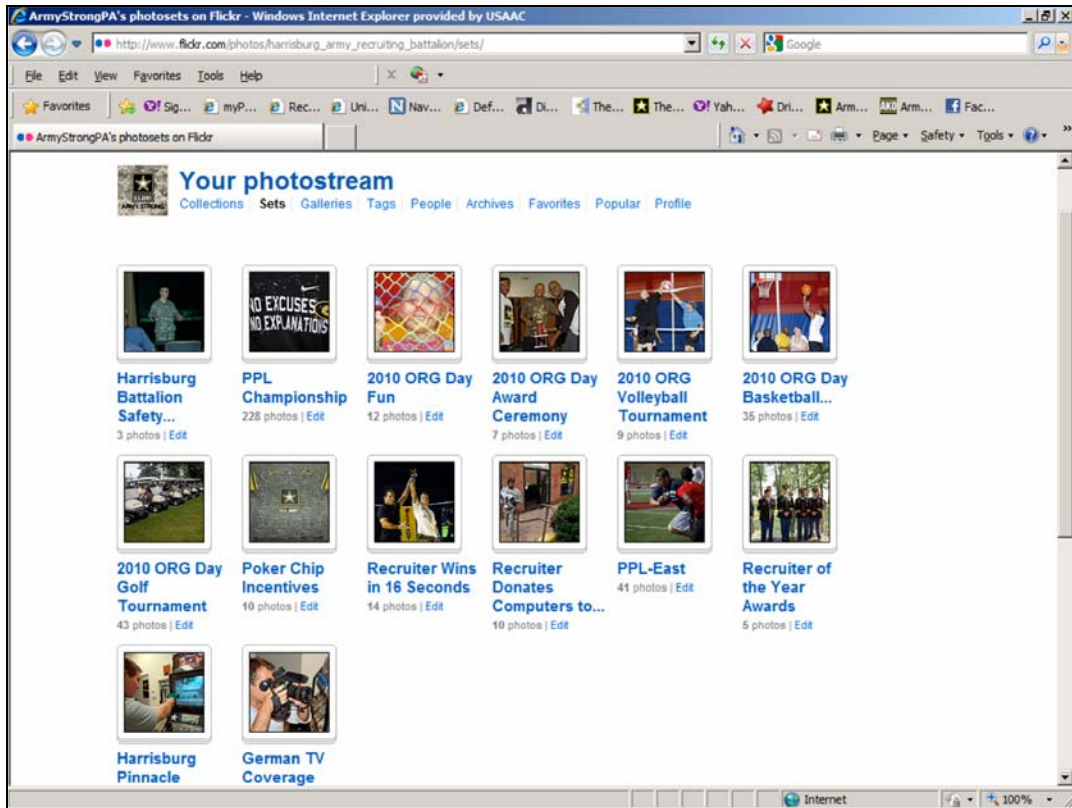
1. The battalion's Flickr Photo Gallery has 86 military units, civilian agencies and individual contacts ranging from U.S. Army to several Reserve Officer Training Corps units and universities. Close to 100 military units and civilian agencies and individuals have marked the battalion a contact. Contacts allow for easy access to other units photos, such as the U.S. Army, for command and recruiters' presentations, and for other units to use our photos. For example, our higher command headquarters – U.S. Army Recruiting Command – needed photos for its January issue of the Recruiter Journal so the staff was able to quickly download two of the photos on the battalion's photo gallery. In October, the Patriot-News, which reaches 436,300 readers weekly, downloaded a photo to use with an Army-related story.
2. More than 20 photos have been marked as favorites, and 23 favorable comments have been on the battalion's photos. This shows constant engagement with the battalion's photo gallery.

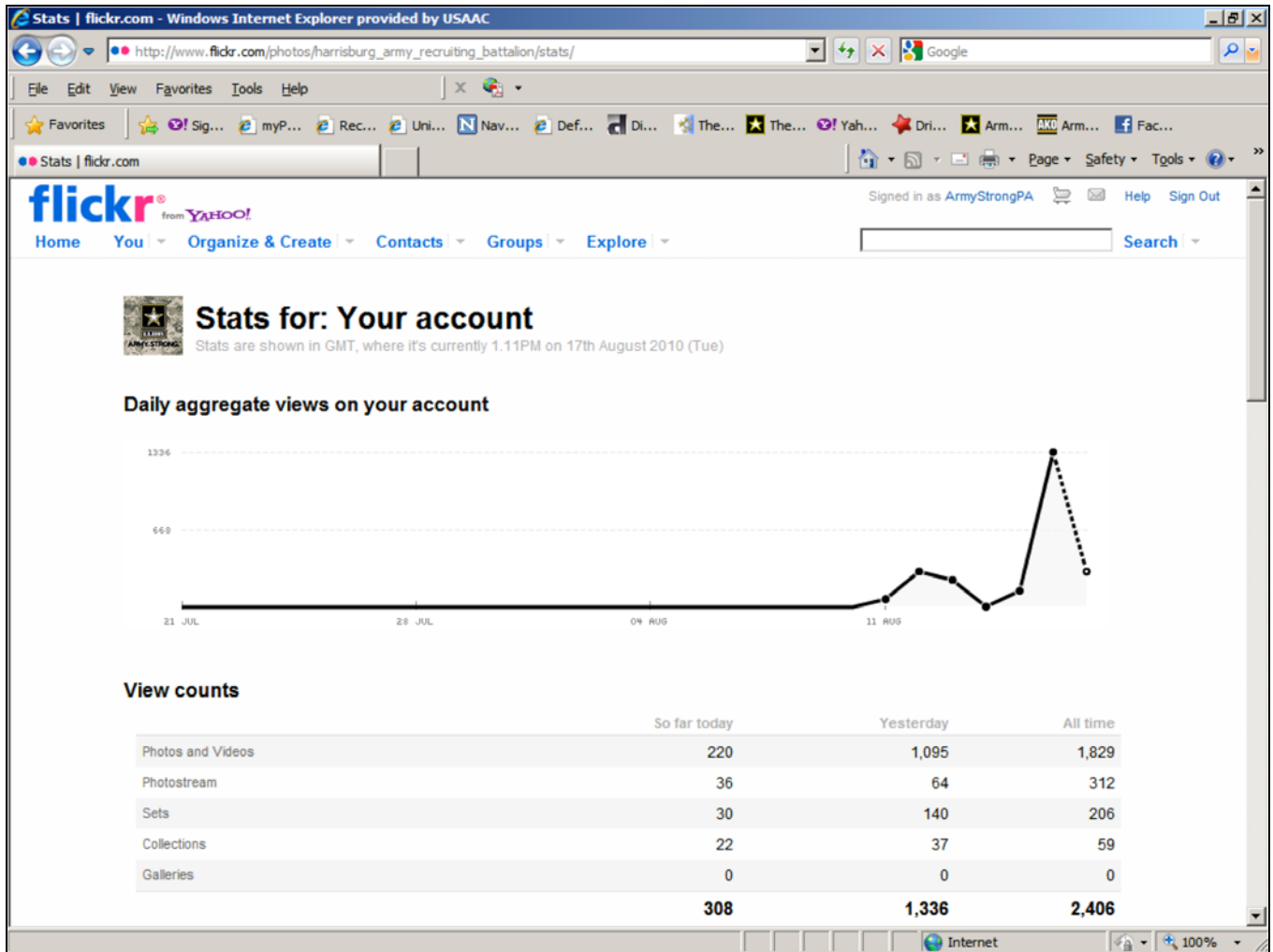
3. Recruiters, Future Soldiers and even, COIs can add their own photos by just contacting the battalion's A&PA that manages the site. Examples of these photos are the Army STRONG Tour – Army Rivalry High School Football Games, Ironman/Army Coach and Wrestler/Wrestling Coach collections and sets posted on the photo gallery. Since the battalion's photo gallery is open to the public, school and football staffs, parents and students could easily download their photos. This adds or helps establish a good working relationship between the schools and parents with the U.S. Army and recruiters.
4. Photos are immediately posted on the photo gallery. Case in point was this year's Annual Training Conference. Photos were uploaded as soon as a training class was completed during the break before the next one started. Results were Flickr views in the hundreds with photos being look at every day of the conference and after, even during the holidays. "Just wanted to let you know I enjoyed looking at the photos from the ATC. This is my 10th ATC and the first time I got to see the photos taken," an e-mail sent by the Reading Opportunity Center Commander SFC David Woodruff. "Gave me the feeling of being there even though I couldn't make it this year," said S-1 Assistant Suzanne Snook.
5. The battalion's Flickr Photo Gallery is also linked and works extremely well with the battalion's other social media tools such as the battalion, recruiting company and station FaceBook fan pages.
6. The photo gallery adds to the teamwork motto of the battalion, command and U.S. Army. "Thank you, thank you, thank you!!! You are wonderful!," an e-mail reply from Leah Brubaker, regarding the ease of which she could download her husband's (SGT Steven Brubaker from the Bethlehem Recruiting Station) reenlistment photos from the BN Photo Gallery.
7. Enduring archival photo system as captions and titles are provided.

Staci Cretu, GS-11
Chief, Advertising and Public Affairs
U.S. Army Recruiting Battalion - Harrisburg

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